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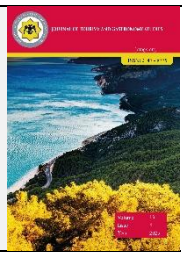

Evaluation of the Interview with ChatGPT on İzmir Breakfast Culture: Content Quality and Reliability Analysis

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Abstract

A notable component of Turkish cuisine, the "serpme kahvaltı (Turkish breakfast assorted small dishes or ritual)" has been recognized by TasteAtlas as the world's premier breakfast in 2025. In light of intensely competitive nature of the tourism sector, this announcement is of significant importance in influencing tourists' selection of destinations for culinary experiences centered around Turkish cuisine. The rapid development of artificial intelligence technology has led to the integration of conversational interaction capabilities through the implementation of user prompts. This integration has been achieved by incorporating Chat Generative Pre-Trained transformer (ChatGPT) technology in various fields, including medicine, tourism, law and business operations. The objective of this study is to assess ChatGPT's capacity in the domain of gastronomy tourism. To this end, an interview was designed with ChatGPT to ascertain its responses regarding Izmir breakfast culture. The interview questions were developed to assess the reliability, quality, and proficiency of the ChatGPT responses concerning Izmir breakfast dishes. The thematic framework of the inquiry was delineated as follows: the conceptualization of the Izmir breakfast, the representation of disparate Izmir sub-geographies, geographical indications, traditions transmitted from the past to the present, and the differentiation of Izmir breakfast from other Turkish breakfast culture. The responses provided by ChatGPT were compiled and assessed by secondary documentary analysis to evaluate the reliability and efficiency of ChatGPT. The findings indicated that ChatGPT is a valuable resource with moderate reliability. This conclusion is substantiated by the identification of false or fabricated references utilized by ChatGPT during the information generation process. However, it is imperative to acknowledge that the information generated by ChatGPT is principally designed for the preliminary acquisition of knowledge.

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